Rainier Community Cares Action Plan

Goal 1: Increase Community Connectedness, Collaboration and Cooperation

Objective 1A: Increase number of coalition members by 10 new members (14% increase) by September 29, 2015.

Strategy 1A1: Ensure that the coalition is broadly & evenly represented among the 12 sectors of the community by September 29, 2015.

Activity/Program	Brief Description	When (Timeframe for activity)	How (How much? How often?)	Who (Who is this service for? How many people impacted?)	Lead Organization (Who is conducting?)	Responsible Party(ies) (Who from the coalition is making sure this gets done?)	Funding Source
Assessment and Planning	Regularly assess strengths & gaps in coalition membership, partnerships & projects.	By January 2015	Ongoing & as needed	All community sectors	Leadership Team	Leadership Team/Project Coordinator	CPWI – SAPT &Partnership & DFC
Recruitment/ Capacity Building	Update names of Key Leaders and their sectors. Identify at least 2 potential new coalition member per sector, and who will reach out to them to initiate contact.	By September 29, 2014.	Ongoing & as needed	All coalition staff and volunteers	Leadership Team	Leadership Team/Project Coordinator	CPWI – SAPT & Partnership & DFC
Recruitment/ Capacity Building	Highlight one or more of the 12 sectors at monthly meetings, with each sector inviting potential new members to the table at least 2 times a year.	By September 29, 2015	Ongoing & as needed	All coalition staff and volunteers	Leadership Team/ 12 Sector Reps	Leadership Team/Project Coordinator	CPWI – SAPT & Partnership & DFC
Recruitment/ Capacity Building	Develop and update orientation and welcome packet and protocol to welcome new and potential members to the coalition.	By September 29, 2015	Ongoing & as needed	All coalition staff and volunteers	Leadership Team/ Project Coordinator	Leadership Team /Project Coordinator	CPWI – SAPT & Partnership & DFC

Strategy 1A2: Create and implement a comprehensive community marketing campaign to promote coalition projects and core mission by September 29, 2015.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Community Presentations	Present at 10 local community (including surrounding cities) events/clubs throughout year.	By August 31, 2015	Ongoing & as needed	All community sectors	Leadership Team	Leadership Team/Project Coordinator	CPWI – SAPT & Partnership & DFC
Social Media Communication	Implement social media campaign utilizing Facebook, twitter and blog covering at least 10 articles each on marijuana, alcohol, prescription drugs and tobacco.	Begin February 2015.	Social Media new content at least 3 times weekly. Ongoing.	All of Rainier and partners in neighboring counties	Media Campaign Workgroup; Program Assistant	Leadership Team/ Project Coordinator	DFC
Social Media Communication	Finish creation of regularly updated online Community Newsletter and RCC website which includes community calendar to build collaboration among businesses, school and local organizations. Upon completion of the website, plan for sustainability and maintenance.	Website completed by December 2014. Sustainability plan created and implemented by June 30, 2015.	Website updated at least 3 times weekly.	All of Rainier and partners in neighboring counties	Media Workgroup	Leadership Team/Project Coordinator	CPWI SAPT & DFC
RCC Promotion	Develop year-long promotion of coalition and website at community wide events, school events, print advertisements, radio PSA's, presentations, and letters to the editor to promote the coalition's mission, purpose, accomplishments and current projects.	Start promotion by March 1, 2015	Ongoing	All of Rainier and partners in neighboring counties	All of coalition	Leadership Team and Project Coordinator	CPWI – SAPT & Partnership & DFC

RCC Promotion	Partner and/or volunteer with at least 4 other local organizations to help with mutually beneficial goals and promote coalition.	Complete all 4 partnerships by August 31, 2015.	Ongoing/As needed	All of Rainier and partners in neighboring counties	All of coalition	Leadership Team/Project Coordinator	CPWI – SAPT & Partnership
Media-Campaign	Develop and implement a 3- month-long campaign reaching Yelm and Rainier through paid print advertisements, radio PSAs, presentations, and letters to the editor to promote the coalition's mission, purpose and accomplishments.	Developed by January 31, 2015 implemented by April 20, 2015	Annually as needed	All of Rainier and partners in neighboring counties	Media Campaign workgroup Leadership Team, Project Coordinator, Program Assistant,	Leadership Team and Project Coordinator	DFC
Family Night Events	Host at least 4 family night events/activities to reach out to families and youth and strengthen partnerships with local organizations and promote the coalition's goals.	By September 29, 2015 <u>August</u> 31, 2015	Annually as needed	All of Rainier	Family Night Out Workgroup	Leadership Team and Project Coordinator	DFC
Host Chamber Meeting	Host one Rainier Business evening event to network with other businesses and discuss coalition mission and current projects.	By January 31, 2015	Annually as needed	All of Rainier and neighboring cities	Leadership Team/Business Sector Rep	Leadership Team/Project Coordinator	DFC
Annual Report	Create and publish Annual Report to document and advertise coalition successes.	By February 28, 2015	Annually	All of Rainier and partners in neighboring counties	Evaluator, Assessment and Evaluation Workgroup, Program Assistant	Leadership Team/Project Coordinator	DFC

Objective 1B: Increase Rainier Community Cares effectiveness at successfully leading and coordinating coalition goals and objectives by 20% as measured by the Coalition Assessment Tool and Individual Member Assessments by September 29, 2015.

Strategy 1B1: Organize a series of leadership trainings for all coalition members.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Leadership Development	Coordinate a series of 6 trainings throughout the year available to all coalition members. Topics will include: Cultural Competence, Outreach Methods, Grant writing/Sustainability	Trainings to be completed by September 29, 2015	Ongoing & as needed	All community sectors	Leadership Team	Leadership Team/Project Coordinator	DFC
Leadership Development	Schedule at least 3 webinars during meetings and/or events to enhance coalition member knowledge, skills and abilities related to the foundations of prevention science and relevant environmental strategies.	By September 29, 2014	Ongoing & as needed	All coalition staff and volunteers	Leadership Team	Leadership Team and Project Coordinator	DFC
Leadership Development	Plan and execute visits to 3 local anti —drug coalitions by at least 2 coalition members to enhance coalition member knowledge of various coalitions' structure, goals and accomplishments as a source of continuous coalition development.	By September 2015	Ongoing & as needed	All coalition staff and volunteers	Leadership Team	Leadership Team and Project Coordinator	DFC
Leadership Development	Coordinate Youth Mental Health Training for coalition and community members	By January 2015	As needed & as funding permits	All Rainier community	ESD 113/True North	Project Coordinator Student Asst Professional	Rainier Lions

Objective 1C: Increase positive relationships between youth, peers and adults in the community who hold healthy beliefs and standards as measured by the Annual Community Survey and Individual Member Assessments.

Strategy 1C1: Support local youth groups that work to plan and implement projects that work to reduce underage drinking and drug use in the broader Rainier community by September 29, 2015.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Youth Leadership Development	Schedule at least 1 youth leadership trainings that is based on best practice curriculum– teaching project design and implementation.	Complete trainings by September 29, 2015	Annually or as needed	All coalition staff and volunteers	Chris Chitwood/Project Coordinator/Safe Streets/CADCA	Project Coordinator	CPWI – Partnership; SAPT & DFC
Life Skills/Anti-Bullying Training	Collaborate with Rainier School District/Pizza Klatch to form anti-bullying support and mentoring for high school youth.	Begin October 2014 and end June 2015	Annually	1 group of at least 10 students formed per school year	Pizza Klatch/Project Coordinator	Project Coordinator	CPWI – Partnership; SAPT
Service Project Development	Plan and develop at least 1 youth led service project that help instill community pride and connectedness.	Planning complete by April, 2015.Implement by June 30, 2015.	Minimum of 1 project annually	All of Rainier	Summer Program Workgroup/Project Coordinator	Leadership Team and Project Coordinator	CPWI-Partnership; SAPT
Build Partnerships	Support local youth group to work with different community group or organization on one of their existing projects.	By June 30, 2015	<i>Minimum of 1</i> project annually or as needed	All of Rainier	Crisis Clinic/Chris Chitwood/Project Coordinator	Leadership Team and Project Coordinator	CPWI – SAPT & Partnership

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
After-School Program	Collaborate with Rainier School District to create and implement an after-school program at Rainier Middle School. Incorporate Evidence Based Program; Say it Straight. Training of Staff in SIS occurred in August 2014.	By October 1, 2014	Annually as needed	30 Middle school youth 7 in SIS program	After-School Program Workgroup	Project Coordinator	CPWI- Partnership; SAPT
*Summer Program	Build literacy summer enrichment program. Incorporate Evidence Based Program; Media Detective.	Started by June, 2015	Annually as needed	30 Elementary Youth	Summer Program planning Workgroup	Project Coordinator	CPWI — Partnership- SAPT
Community Center	Find collaborative partners and investigate possibilities for housing ongoing Afterschool/Summer programming for youth in Rainier.	Form Workgroup by February 28, 2015	Ongoing as needed	Rainier Elementary, Middle & High School Youth	Community Center Workgroup	Project Coordinator	Other

Goal 2: Reduce youth substance use

Objective 2A: Decrease youth's favorable attitudes towards alcohol, marijuana and tobacco use by 10% as measured by the Healthy Youth Survey in 2014

Strategy 2A1: Promote school wide media campaigns that promote healthy beliefs and standards for youth and their peers by May 31, 2015.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Social Norms Poster Campaign	Conduct annual Social Norms survey and distribute one poster per month to be displayed in RHS throughout school year	By May 31, 2015	Conducted annually throughout school year	Rainier High School Students	Chris Chitwood, SADD Club/Together!	Project Coordinator	CPWI – Partnership & SAPT
Support SADD club prevention efforts	Support SADD club to work on one school-based project that promotes healthy beliefs and standards for youth and their peers and report out on their efforts at one coalition meeting in spring 2015.	By May 31, 2015	Ongoing & as needed	Rainier High School Students	Chris Chitwood/Project Coordinator	Project Coordinator	CPWI – Partnership & SAPT

Objective 2B: Reduce availability of alcohol, tobacco and marijuana to Rainier youth in grades 8, 10 and 12 by 25% as reported by the Healthy Youth Survey in October 2014.

Strategy 2B1: Assess and implement Comprehensive Neighborhood Watch program to better understand youth access to alcohol locally.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Assessment	Conduct gaps analysis by looking at current resource and needs assessment data to uncover areas where more research/data is needed on how youth access alcohol.	By November 30, 2014	Ongoing & as needed	All of Rainier and Yelm	Data Workgroup/ Leadership Team/Program Assistant	Leadership Team/Project Coordinator	DFC
Neighborhood Watch Training	Coordinate and train community residents in the Tipsoo area on Environmental Scanning as part of a comprehensive Neighborhood Watch program.	By March 30, 2015	Ongoing & as needed	Rainier Community	Neighborhood Watch Workgroup/ Project Coordinator/ Safe Streets	Leadership Team/Project Coordinator	DFC

Strategy 2B2: Increase community awareness of the harms of youth alcohol use, as well as the consequences for adults who provide alcohol to minors.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Media Campaign	Conduct at least 2 community campaigns per year that include Parenting Tips, including how to talk with teens about drug use, consequences of drug use and it's harms.	By March 30, 2014	Annually	All of Rainier and Yelm	Youth Sector Rep / Project Coordinator	Leadership Team/ Project Coordinator	DFC
Compliance Checks	Form partnership between law enforcement in Yelm and Rainier to collaboratively conduct alcohol retailer compliance checks. Give public recognition to establishments that are upholding the law.	2 checks completed by September 30, 2015	Minimum of 2 rounds per year	All of Rainier and Yelm	Thurston County Sheriff's office/Yelm Police Dept.	Project Coordinator	DFC
Retailer/Marketing Training	Engage local retailers in Rainier and surrounding communities in efforts to reduce youth access to alcohol products through 10 one on one education visits and 1 product placement assessment survey completed yearly.	By March 30, 2015	Annually & as needed/engage 5 students to perform CAP/CANS surveys	All of Rainier and Yelm	SADD Club/Youth Sector Representative, Leadership Team/Project Coordinator	Project Coordinator	CPWI- SAPT; Partnership

Objective 2C: Decrease youth perception of favorable community attitudes toward underage drinking, marijuana and tobacco use by 10% in Rainier as reported in the October 2014 HYS data.

Strategy 2C1: Expand the Social Norms Campaign to reach the wider Rainier community.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Annual Community Survey	Conduct Annual Community Survey to measure perceptions of adults in the community toward youth use of drugs and alcohol. Compile and analyze results.	By February 28, 2015	Annually	All of Rainier	All Coalition	Project Coordinator	CPWI- SAPT & Partnership & DFC
Community Wide Social Norms Campaign	Work with at least 2 local groups and 2 coalition leaders to assist in the development of two 3-4 –month- community-wide Social Norms campaign that includes posters throughout the community, signage and banners, information dissemination, written messaging at local stores and school events and at least one other approach, to be determined by the planning group. Themes each round include marijuana, tobacco and alcohol.	Round 1 begin by January 15, 2015. Round 2 Begin by May 31, 2015.	New Msg delivered monthly	All of Rainier & Yelm	Media Campaign Workgroup	Project Coordinator	DFC
Present data at Youth Forum	Promote and present findings from the Annual Community Survey and Social Norms campaign survey at an annual Youth Forum.	By May 31, 2015	Annually & as needed	All of Rainier and Yelm	Project Coordinator, Leadership Team and interested coalition members	Leadership Team/ Project Coordinator	DFC
Compliance Checks	Form partnership between law enforcement in Yelm and Rainier to collaboratively conduct tobacco retailer compliance checks. Give public recognition to establishments that are upholding the law.	2 checks completed by September 30, 2015	Minimum of 2 rounds per year	All of Rainier and Yelm	Thurston County Sheriff's office/Yelm Police Dept.	Project Coordinator	DFC

Strategy 2C2: Develop, campaign for and enact marijuana host ordinance policy in Rainier as an addendum to current social host ordinance by June 30, 2015.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Advocacy Work	Educate youth about importance of forming collective voice to combat issues. Work with youth on education concerning marijuana policies	By November 15, 2015	Ongoing and as needed	All of Rainier	SADD Club/Leadership Team/Project Coordinator	Leadership Team/ Project Coordinator	CPWI & DFC
Advocacy Work	Form Advocacy group within coalition to partner with Yelm City Council to draft social hosting policy which includes alcohol and marijuana.	By June 30, 2015	Ongoing and as needed	All of Rainier	Leadership Team/Project Coordinator	Leadership Team/ Project Coordinator	DFC
Community Wide Social Norms Campaign	Support Rainier City Council to amend the current alcohol focused social host liability ordinance to include marijuana.	By September 30, 2015	Ongoing and as needed	All of Rainier	Government Sector/Leadership Team/Project Coordinator	Leadership Team/ Project Coordinator	CPWI & DFC
Prevention Policy Day	Have at least 2 coalition members attend Prevention Policy day to talk with their local representatives about the importance of stricter marijuana laws.	By February 28, 2015	Annually and as needed.	RCC	Government Sector/Leadership Team/ Projects Coordinator	Leadership Team/Project Coordinator	DFC

Strategy 2C3: Develop campaign to educate youth and community about dangers of e-cigarettes and other tobacco products by September 30, 2015.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source

Advocacy Work	Educate youth about importance of forming collective voice to combat issues. Work with youth on education concerning tobacco and e-cigarette school and community policies.	By December 2015	Ongoing and as needed	All of Rainier	Youth Advocacy Team/Leadership Team/Project Coordinator ESD113	Leadership Team/ Project Coordinator	CPWI & DFC
Retailer Education	Engage local retailers in Rainier and surrounding communities in efforts to reduce youth access to tobacco products through 10 one on one education visits and 1 product placement assessment survey completed yearly.	By June 30, 2015	Ongoing and as needed	All of Rainier	Leadership Team/Project Coordinator	Leadership Team/ Project Coordinator	CPWI & DFC
Tobacco Compliance Checks	Work with Yelm and/or Thurston County Sheriff's Dept to conduct 2 rounds of tobacco compliance checks which includes retailer education follow-up.	2 checks completed by September 30, 2015	Minimum of 2 rounds per year	All of Rainier and Yelm	Thurston County Sheriff's office/Yelm Police Dept	Project Coordinator	DFC

Strategy 2C4: Promote the adoption of a social host ordinance in Yelm as well as support efforts to enforce existing Rainier ordinance.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Social Hosting Advocacy Work	Collaborate with Yelm Mayor and Council on adoption of Yelm Social Hosting policy.	By September 29, 2015	Ongoing and as needed	All of Rainier and Yelm	Government Sector Law Enforcement Sector/ TOGETHER!	Leadership Team/Project Coordinator	CPWI – SAPT & Partnership & DFC
Youth Forum	Invite 10 Key Leaders from Rainier and surrounding communities to annual South County Youth Forum to highlight parent campaign highlighting the consequences of hosting teen drinking parties.	By May 31, 2015	Annually	All of Rainier and surrounding communities	Youth Advocacy Team/Leadership Team/Project Coordinator	Leadership Team/Community Coordinator/Project Coordinator	CPWI – SAPT & Partnership & DFC
Social Hosting Advocacy Work	Work with Thurston County Sheriff's Office to negotiate the additional policies necessary that enable enforcement of existing social host ordinance to the fullest extent possible.	By September 29, 2015	Ongoing and as needed	All of Rainier	Leadership Team/Project Coordinator	Leadership Team/Community Coordinator/Project Coordinator	CPWI – SAPT & Partnership & DFC

Goal 3: Increase positive family management practices.

Objective 3A: Increase positive family management practices by 10% as reported on the Healthy Youth Survey 2014.

Strategy 3A1: Promote parent education classes, positive family activities and support groups.

Activity/Program	Brief Description	When	How	Who	Lead Organization	Responsible Party(ies)	Funding Source
Guiding Good Choices	Five week course for parents and youth ages 6 to 11	By May 31, 2015	Annually	10 families/20 participants; Parents and youth, ages preschool -11	Parenting Workgroup/Community Coordinator	Community Coordinator	CPWI- Partnership
Basic Needs Access	Partner with Rainier Food Bank, Rainier Chapel, Valley Heart Church and Thurston County Food Bank to implement Free summer food program.	Begin June, 2015	Annually as needed	Rainier youth 18 and under		Community Coordinator	Other